



Report to the Auburn City Council

14
Agenda Item No.

City Manager's Approval

To: Mayor and City Council Members
From: Valerie Harris, Chief of Police
Date: September 13, 2010
Subject: Auburn Police Department On-Line Crime Mapping Network Access

The Issue

The Auburn Police Department has implemented a social utility tool that allows the public to view timely accurate crime reports and law enforcement activities occurring within the City of Auburn. This community outreach program furthers the department's goal of greater transparency and information sharing. Stronger community partnerships can be developed when members of the public are aware of suspected or actual criminal activity occurring in their area and take an active role with police department staff. Citizens are encouraged to contact the department with the end goal to prevent crime and/or find persons committing crime within the City of Auburn.

Conclusions and Recommendations

The Auburn Police Department has partnered with CrimeReports.com to offer the public accurate and timely information relating to quality of life incidents and reported crimes in the City of Auburn. The police department in continued efforts to educate the public on matters of community concern recommends users access the internet to view crimes reports, traffic collision incidents, traffic enforcement actions, and much more in this very user-friendly format.

Background

The City of Auburn maintains a full service police department with current staffing levels of twenty-two sworn personnel and eight professional support staff. Staff continues to serve the community twenty-four hours a day and seven days a week even though the economic downturn has required both sworn and professional staff positions remain unfilled. Of the greatest importance to any vibrant community is a sense of safety and an inviting quality of life. Auburn Police Department personnel are dedicated to this end and believe community awareness and involvement will help achieve this goal.

The internet crime-mapping network, CrimeReports.com, is now a partner with the Auburn Police Department. This social utility service obtains daily incident and crime reports from the Auburn Police Department, in turn allowing the public to view the information via the internet. The public can research reported vehicle thefts, vandalisms, robberies, assaults and much more by geographic location of occurrence. Also available for viewing are traffic enforcement actions such as tickets for excessive speed, seatbelt, and parking violations. The ability to view intersections and segments of roadway with high numbers of traffic collisions or speeding violations will hopefully encourage motorist to drive more cautiously, thus lower collision rates. Another feature of importance to the public is the direct link to the

Megan's Law Sex Offender website thereby allowing users the ability to locate offenders residing in a geographic area of concern.

The Auburn Police Department will continue to look for technology advancements and opportunities to maintain quality service during this difficult economic time. Staff can best accomplish this goal by developing strong partnerships that invite interaction and information sharing from concerned citizens. CrimeReports.com is a user-friendly crime-mapping tool that will help disseminate important information in a timely manner.

In the future, the police department would like to expand our partnership agreement with CrimeReports.com to include an internal dashboard component that would provide us an automated crime analysis report. The cost for the expanded agreement is an additional \$1200.00 per year and will be evaluated at a later date.

Fiscal Impact

The City has an annual cost of \$1,188.00 for data interface and support.

Alternatives

Limit information to specific requests by citizens or annual report information to the Auburn City Council.

Attachments

CrimeReports.com information flyers



CITIZENS OF NEIGHBORHOODS EVERYWHERE: CONSIDER THIS YOUR BAT SIGNAL.

Crime Reports is a social utility that connects you, your community groups and your businesses to law enforcement agencies at a hyper-local level. It is a central point for accessing official crime data, sex offender data, local law enforcement announcements and crime activity alerts.

It enables a secure and official dialog between you and law enforcement about local crime activity and community policing efforts, allowing you to stay in touch or get involved in community policing efforts and take an active role in making your community safer.

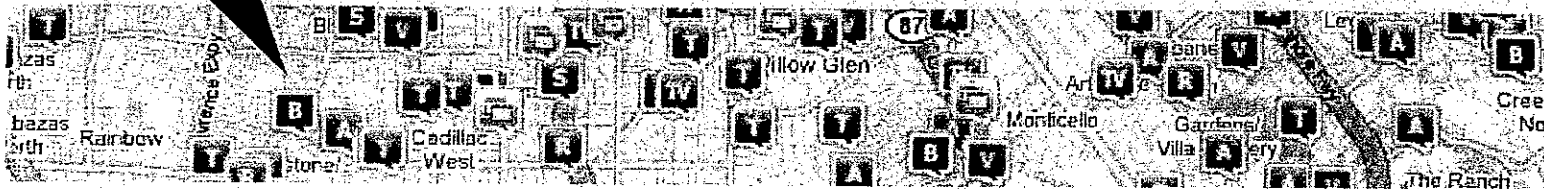
Answer the call today at crimereports.com.



**VIEW AUBURN CRIME
INFORMATION TODAY**

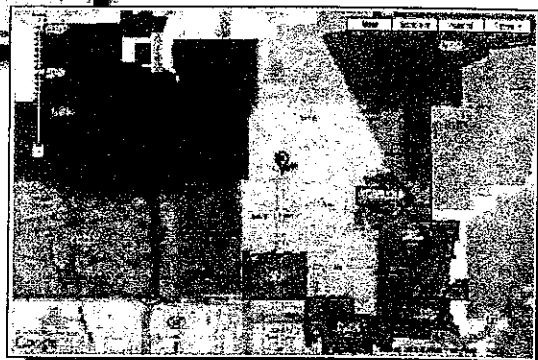
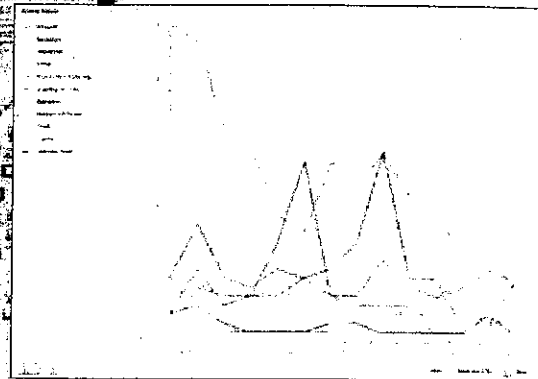
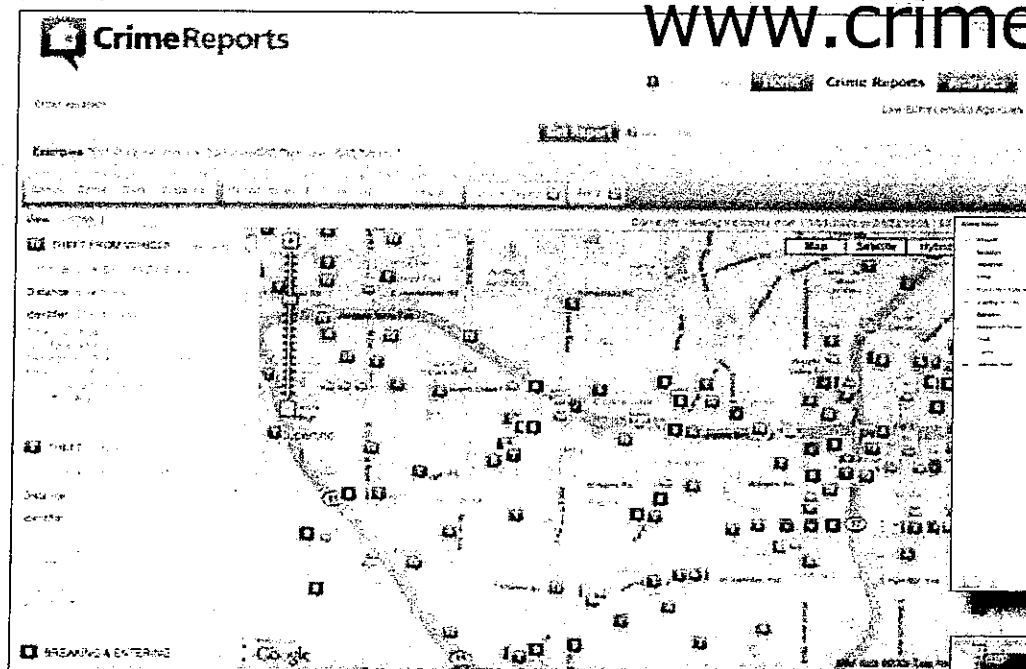


CrimeReports



www.crimereports.com

Information you need to
protect yourselves and
prevent crime.



- The largest crime-mapping network in North America, built for transparency and community outreach
- User-friendly, Google Maps navigation
- Access data from any computer with an internet connection
- Up-to-date, accurate, and agency controlled
- Ad-free, spam free
- Free access and email alerts for citizens
- Quick, easy installation
- No new software, no maintenance costs, no expensive updates

FOR MORE INFORMATION

www.CrimeReports.com

FEATURES

Sort

Sort by crime, date, or distance from a chosen location

Search

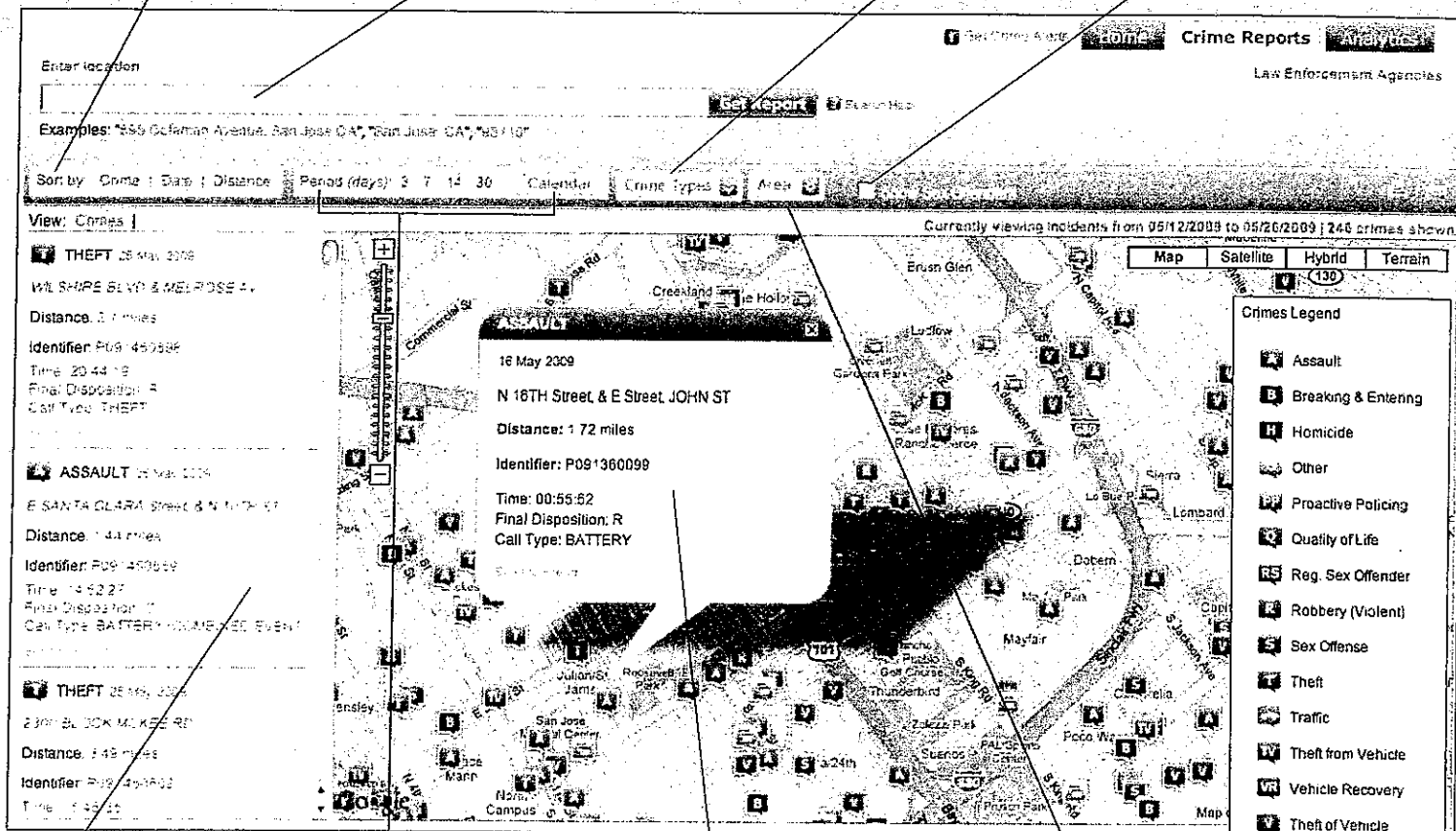
Search for a city, town, zip code, or specific address

Crime Types

Choose which crimes you want to see on the map

Sex Offenders

Display official sex offender data



List View

A list of all crimes shown on the map

Date Range

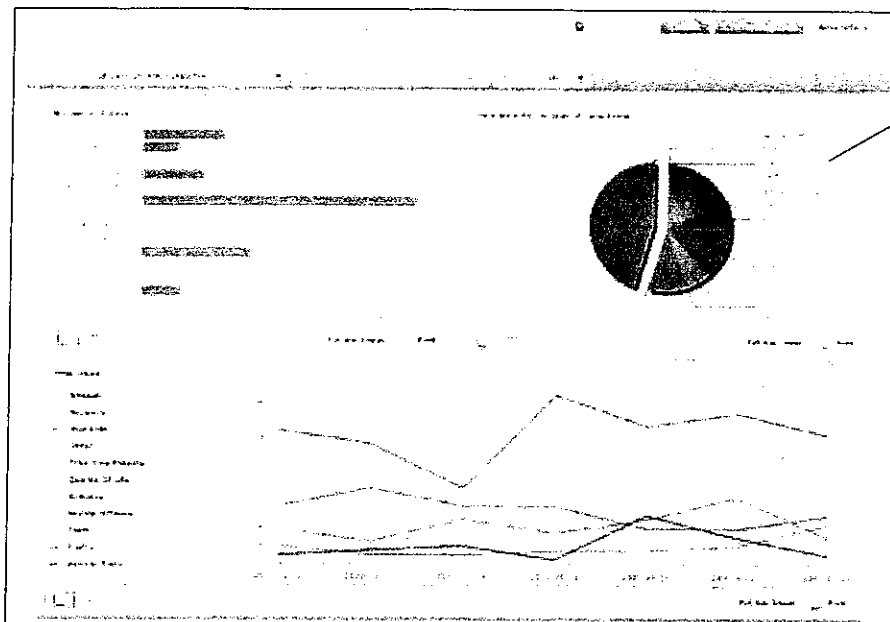
Specify a date range or click Calendar to set a custom date range

Details

Click an incident marker to see details for that crime

Areas

Highlight specific neighborhoods



Analytics

These simple analytics give meaning to the raw data presented in the map. Each chart is printable and customizable by crime type and date range.

These visualizations are an effective tool for Neighborhood Watch and City Council meetings to allocate resources, set goals, and measure progress.

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